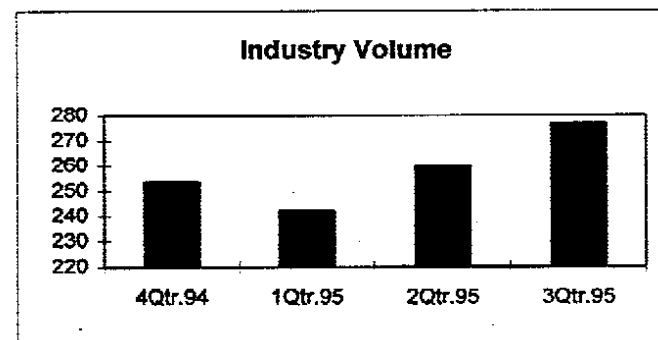


Coexistence Comparison/Analysis

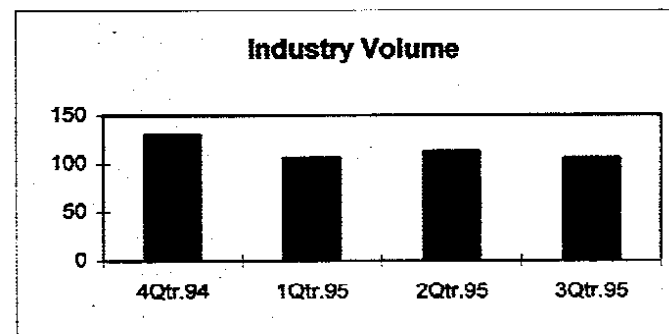
Co-Existence: RJR Partners, PM Masters, Some BAT & LOR
 Sample of Accounts: 81 Package Action Outlets - Michigan

Industry Volume	4Qtr.94	1Qtr.95	2Qtr.95	3Qtr.95	Moving Average
Full Price	172560	166962	181180	198948	5.68%
Savings	94642	88107	92389	92489	-3.85%
Total	267202	255069	273569	291437	2.30%
Average Week	254	242	260	277	2.30%



PM Exclusive
 Sample of Accounts: 50 Package Action Outlets - Michigan

Industry Volume	4Qtr.94	1Qtr.95	2Qtr.95	3Qtr.95	Moving Average
Full Price	101889	83804	91359	87222	-14.16%
Savings	35708	28837	27852	24441	-24.27%
Total	137597	112641	119211	111663	-16.78%
Average Week	131	107	113	106	-16.78%



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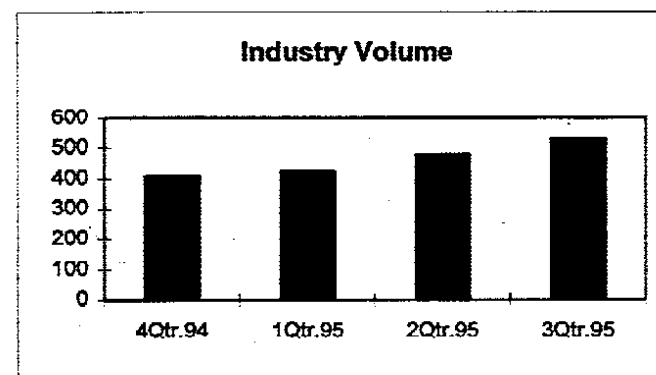
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Coexistence Comparison/Analysis

Co-Existence: RJR Partners, PM Masters, Some BAT & LOR
 Sample of Accounts: 29 Package Action Outlets - Ohio & Indiana

Industry Volume	4Qtr.94	1Qtr.95	2Qtr.95	3Qtr.95	Moving Average
Full Price	75973	77973	97846	107800	24.44%
Savings	78244	82031	83541	92332	9.87%
Total	154217	160004	181387	200132	17.05%
Average Week	409	424	481	531	17.05%



PM Exclusive

Sample of Accounts: 32 Package Action Outlets - Ohio & Indiana

Industry Volume	4Qtr.94	1Qtr.95	2Qtr.95	3Qtr.95	Moving Average
Full Price	97097	86270	91276	81483	-11.08%
Savings	48305	44909	39161	34665	-18.07%
Total	145402	131179	130437	116148	-13.40%
Average Week	386	348	346	308	-13.40%

